

AN ILLUSTRATED READY REFERENCE COMPLETE PRICE LIST

## Foreword

$T T$ is more true today than ever before that pens and pencils sell themselves.

For the world is now pen and pencil minded. People of all classes recognize the fact that pens and pencils are not only constantly necessary utilities in all occupations and walks of life, but that ownership of modern writing equipment is a mark of distinction and efficiency.
The one big obligation of the manufacturer to the dealer today, 'and the largest measure of cooperation that any manufacturer can render to the dealer, is to give the dealer products of outstanding atttactiveness. The shopper buys what he or she likes. And his choice of a pen or pencil is dictated by the same considerations of style and modernity which apply to the sale of everydhing today from automobiles down to lipsticks.
Another consideration which dealers universally report as vital in merchandising today is the probable upkeep cost of the article sold. The tremendous sale of the higher quality pens and pencils is motivated largely by a desire for dependability and low cost of maintenance. Real assurance of future economy are always sale-helpful.
Conklin gives the dealer the newest things. And the Conklin Endura unconditional and perpetual service guarantee "says much and means what it says".
This illustrated price list contains information about all Conklin products, so arranged as to facilitate selection with accuracy of the brand new Conklin numbers of latest design and greatest modernity. This information is presented in this modern way for your convenience.

THE CONKLIN PEN COMPANY.









## The All American Line

All American products are distinct and apart from Conklin and will not be considered in computing the dealers' total net purchases on Conklin's Profit Sharing Plan.

## Pens

All American pens are packed in 1 dozen lots in a container suitable for shipping and display. Each one dozen lot will contain 6 long pens with clip, 4 short with clip, and 2 short with ring in assorted colors. This assortment will not be broken. We cannot make shipment of any particular color or change our program unless the dealer places an order for one-half gross or more.

All American pens are sold at a net price only which is governed by the following quantities:
, 1 dozen to 6 dozens $\qquad$ $\$ 10.80$ net per doz.
$1 / 2$ gross to 1 gross $\qquad$ 9.60 net per doz. 1 gross and over 9.00 net per doz.

## Utility Pencils

All American pencils are packed in dozen lots, 3 of each color-amber, plain black, blũe, and green. Sold in one dozen lots only, prices net only governed on following quantities:

| 1,dozen to 6 dozens | . $\$ 7.20$ net per doz. |
| :---: | :---: |
| $1 / 2$ gross to 1 gross | 6.60 net per doz. |
| 1 gross and over | 6.00 net per doz. |

## Desk Set Assortments

All American Desk Set assortments contain 1 set each of the following colors with pen to match:-blue, green, orchid, and red. Assortments will not be broken or changed except on special order for 500 or more. These sets are sold at net prices only, governed by the following quantities:

$$
\begin{aligned}
& 1 \text { Assortment to } 6 \text { Assortment.... } \$ 12.00 \text { net per Asst. } \\
& 6 \text { Assortment to } 12 \text { Assortment... } \mathbf{1 1 . 0 0} \text { net per Asst. } \\
& 12 \text { Assortment and over................ } \mathbf{1 0 . 0 0} \text { net Per Asst. } \\
& \text { Combination Pen and Pencil }
\end{aligned}
$$

The All American Combination pen and pencil is made up in assorted colors and is designed to give the purchaser a unique complete writing instrument representing full value for the expenditure. Sold at a net price only, governed by following quantities:

> 1 to 6 dozens $\$ 18.00$ net per doz.
> 6 to 12 dozens 16.00 net per doz.
> 12 dozens and over ............................. 15.00 net per doz.

# Pens Conklin Peneis <br> Sets 

# THE CONKLIN PEN COMPANY 

## TOLEDO, OHIO, U. S. A.

## CONKLIN ENSEMBLES

Conklin Ensembles are made of highest grade material by expert, conscientious craftsmen and are guaranteed to be free from any defects in conscientious craftsmen and are guaranteed to be free from any defects in
material and. workmanship. Repairs or adjustments due to such defects material and. workmanship.

| 646BGC | Black and Gold | \$7.00 |
| :---: | :---: | :---: |
| 646 BC | Blue and Gold | 7.00 |
| 646GPC | Green and Pear | 8.00 |
| 646 PBC | Pearl and Black | 8.00 |

NOTE: Made in medium size only.
Ensemble nibs are furnished in needle fine, fine, medium, and stub.
ENDURA PENS
Service unconditionally and perpetually guaranteed.
All Enduras are regularly fitted with special semi-manifold points or lexible in fine, medium, coarse, and stub as desired.
The No. 67, 68, 47 and 48 models are fitted with gold nibs, bands and clips.
The No. 37 and 38 models with chatelaine rings.
All Endura products are identified by annular lines or the gold crescent.



Service unconditionally and perpetually guaranteed.
Endura pencils are perfect companions for Endura pens and, if desired, will be made up and packed in attractive gift boxes. In ordering, use the first numeral ( 8 or 9 ) of the pencil as a prefix to the pen number. Example: 967 PBC -Price $\$ 12.50$.


## Mottled Blue

Black and Gol
Black and Gold Symetrik
Leaf Green Symetrik
Pearl and Black
Medium with Clips
Black ...............
Black and Gold and Gold Symetrik
Black and Gol
Mottled Blue
Leaf Green Symetrik
Leaf Green Sym
Long with Clips

Pearl and Black
Sol- .-.......
Short with Rings

| Short with Rings |  |
| :---: | :---: |
| Black | \$3.50 |
| Black and Gold | 3.50 |
| Black and Gold Symetrik | 3.50 |
| Mottled Blue | 3.50 |
| Leaf Green Symetrik | 4.00 |
| Pearl and Black | 4.00 |

DOLLAR PENCILS
Sold 1 Long Only Duzen an Card

| Black | \$1.00 |
| :---: | :---: |
| Blue | 1.00 |
| Green | 1.00 |
| Red. |  |

TWO-FIFTY PENCILS


Long with Clips

Short with Rings
Black
Short with Rings
Black and Orange
Cream and Black
Green ...

## METAL PENCILS

## Sterling Silver

Basket chasing, long, with clip
BV chasing, long, with chip .....
Basket chasing, short, with ring
VV chasing, short, with ring.
Yellow Rolled Gold
Basket chasing, long, with clip
VV chasing, long, with clip
Basket chasing, short, with ring
VV chasing, short, with ring .
Green Rolled Gold
Basket chasing, long, with clip
VV chasing, long, with elip
Basket chasing, short, with ring
VV chasing, short, with ring ....
$\left.\begin{array}{lll}\hline \hline & \text { SOLID GOLD PENCILS } \\ \text { Yellow Gold }\end{array}\right]$

## DECORATED METAL PEN AND PENCIL SETS

1-2270S Blue and Orchid, Flower Design ......................................................... $\$ 12.50$
3-2270S $\quad$ Red and Green with a Blue line through, Leaf Design ...................................
DECORATED PYROXYLIN PEN AND PENCIL SETS
A-31614S Black Modernistic
B-31614SG Green with Black and Gold trimming
$\$ 8.50$
C-31614SG Green with Yellow and Red trimming

## \$5.00 PEN AND PENCIL SETS

* 500C Plain Black, medium length, with clip
$\$ 5.00$
* 500GGC Green and Gold, medium length, with clip
5.00
* The $\$ 5.00$ pen and pencil sets are manufactured in one size and sold in complete sets only.


## LEAD

Conklin leads are made of the best quality graphite and can be used in any standard mechanical pencil.

Long- $33 / 8$ inch long ; in hard, medium, and soft, packed 6 leads to a box. For long Conklin metal pencils and all pencils
. $\$ 1.80$ per box
Universal- $13 / 5$ inch long; in hard, medium, and soft, packed
18 to a box. For long Conklin penctis controlled at the top
and all standard mechanical, thin-lead pencils. 12 packages
in box ............................................................................................... and indelible.

| Colored- $13 / 8$ inch long; in blue, green, fed, and indelible. |
| :--- |
| 9 leads to a package; 12 packages in b $6 x . . . . . . . . . . . . . . . . . . . . . . . ~$ |

## ERASERS

For No. 7 pencils, 3 in package- -12 packages in box................... $\$ 1.20$ per box For No. 3, 6, 8, and 9 pencils and No. 646 Enscmble, 3 in package-12 packages in box.
For No. 3S, 8S, 8SC, 9S, and 9SC pencils-3 in package-12
packages in box .............................................................................. 1.20 per box

## INK

| BLUE-BLACK |  |  |  |  | RED |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock No. | Size | Quantity in Case | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Dozen } \end{gathered}$ | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Gross } \end{gathered}$ | $\begin{aligned} & \text { Stock } \\ & \text { No. } \end{aligned}$ | Size | Quantity in Case | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Dozen } \end{gathered}$ | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Gross } \end{gathered}$ |
| 201 | 2 oz . | 1 doz. | \$ 2.00 | \$24.00 | 204 | 2 oz . | 1 doz. | \$ 2.00 | \$24.00 |
| 201 | 2 oz . | $1 / 4$ gross |  | 21.60 | 204 | 2 oz . | 1/4 gross |  | 21.60 |
| 401 | 4 oz . | 1 doz . | 3.00 | 36.00 | 164 | 16 oz . | 1 doz . | 11.00 |  |
| 161 | 16 oz . | 1 doz. | 11.00 |  | 324 | 32 oz . | 1 doz. | 20.00 |  |
| 321 | 32 oz . | 1 doz. | 18.00 |  |  |  |  |  |  |
|  |  | BLUE |  |  | VIOLET |  |  |  |  |
| $\begin{aligned} & \text { Stock } \\ & \text { No. } \end{aligned}$ |  | Quantity in Case | List |  | $\begin{aligned} & \text { Stock } \\ & \text { No. } \end{aligned}$ | Size | Quantity in Case | List | List Gross |
|  | Size |  | $\begin{gathered} \text { Per } \\ \text { Dozen } \end{gathered}$ | $\begin{gathered} \text { Per } \\ \text { Gross } \end{gathered}$ |  |  |  | Dozen |  |
| 202 | 2 oz | 1 doz. | \$ 2.00 | \$24.00 | 205 | 2 oz . | 1 doz. | \$ 2.00 | \$24.00 |
| 202 | 2 oz . | $1 / 4$ gross | \$ 2.00 | 21.60 | ${ }_{165}^{205}$ | ${ }_{16}^{2} \mathrm{oz}$. | $1 / 14$ gross |  | 21. |
| 162 | 16 oz . | 1 doz . | 11.00 |  | 165 325 | ${ }_{32}^{16 \mathrm{oz} .}$ | 1 1 1 doz. | 11.00 20.00 |  |
| 322 | 32 oz . | 1 doz. | 20.00 |  |  |  | 1 doz. |  |  |
| $\begin{aligned} & \text { Stock } \\ & \text { No. } \end{aligned}$ |  | GREEN | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Dozen } \end{gathered}$ | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Gross } \end{gathered}$ |  |  | Black |  | $\begin{gathered} \text { List } \\ \text { Per } \\ \text { Gross } \end{gathered}$ |
|  | Size | Quantity in Case |  |  | $\begin{aligned} & \text { Stock } \\ & \text { No. } \end{aligned}$ | Size | Quantity in Case | $\begin{gathered} \text { List } \\ \text { Pozer } \\ \text { Dozen } \end{gathered}$ |  |
|  |  |  |  |  |  |  |  |  |  |
| 203 | 2 oz . | 1 doz. | \$ 2.00 | \$24.00 | 206 | 2 oz . | 1 doz. | \$ 2.00 | \$24.00 |
| 203 | 2 oz . | 1/4 gross |  | 21.60 | 206 | 2 oz . | 1 gross |  | 21.60 |
| 163 | 16 oz . | 1 doz . | 11.00 |  | 166 | 16 oz . | 1 doz. |  |  |
| 323 | 32 oz . | 1 doz. | 20.00 | - | 326 | 32 oz . | 1 doz . | 18.00 |  |

Conklin Ink is a high grade ink especially adapted for use in fountain pens. The Blue-Black ink should be used where permanency is desired. Conklin Blue ink is the ideal fluid for everyday writing where permanency is of secondary importance. It is free flowing, smooth writing and does not dry quickly on the pen point when exposed to the air.

## ENTENTE

[^0]
## PREDRARA ONYX DESK SETS (Rough Edge)

With Man's or
 ONYX DESK SETS (Polished Edge)

|  |  |  | With Man's or <br> Lady's $\$ 5.00$ |  |  |
| :--- | :--- | ---: | ---: | ---: | ---: |
|  |  |  | Price | With No. | Endura |

GENUINE BRAZILIAN OR GREEN ONYX DESK SETS

| No. | Shape | Dimensions | Price of Base | With Man's or Lady's $\$ 5.00$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | With No. 12 Pen | Endura |
| B-20 | Sgl. Rect. | $21 / 4 \times 31 / 4 \times 3 / 4$ | \$ 5.00 | \$ 8.00 | \$10.00 |
| B-22 | Sgl. Rect. | $3 \times 4 \times 3 / 4$ | 7.00 | 10.00 | 12.00 |
| B-24 | Dbl. Oval | $6 \times 10 \times 3 / 4$ | 35.00 | 41.00 | 45.00 |
| B-25 | Dbl. Rect. | $6 \times 10 \times 3 / 4$ | 30.00 | 36.00 | 40.00 |
| B-26 | Dbl. Rect. | $8 \times 13 \times 11 / 4$ | 57.50 | 63.50 | 67.50 |
| B-27 | Dbl. Rect. | $4 \times 7 \times 3$ | 15.00 | 21.00 | 25.00 |

## DECORATED DESK SET BASES



Prices Subject to Change Without Notice.
MARBLE DESK SETS

| No. | Shape | Dimensions | Price of Base | Lady's \$5.00 |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | With No. 12 Pen | Endura Pen |
| 40 | Sgl. Rect. | $3 \times 4$ | \$ 5.00 | \$ 8.00 | \$10.00 |
| 41 | Dbl. Rect. | $6 \times 10$ | 20.00 | 26.00 | 30.00 |
| 43 | Dbl. Rect. | $4 \times 7$ | 10.00 | 16.00 | 20.00 |
| *B-47 | Sgl. Rect. design. marble w |  |  |  |  |
|  | ornament | $3 \times 71 / 8$ | 12.50 | 15.50 | 17.50 |

*The No. B-47 desk set base comes equipped with bronze dog ornament only and prices shown above include cost of ornament.

BLACK GLASS DESK SETS

|  |  | With Man's or <br> Lady's $\$ 5.00$ |  |  |  |
| :--- | :---: | :---: | ---: | ---: | :---: |
|  |  |  | Price | With No. |  |

METAL DESK SETS

| $\begin{gathered} \text { No. } \\ 65 \end{gathered}$ | Shape | Dimensions | Price of Base | With Man's or Lady's $\$ 5.00$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | With No. 12 Pen | Endura Pen |
|  | Hexagonal Solid B |  |  |  |  |
|  | Stump design. | $31 / 2$ " diameter | \$3.00 | \$ 6.00 | \$8.00 |
| 68 | Sgl. Rect-Green and Gold Crinkle | $4 \times 6$ | 3.00 | 6.00 | 8.00 |
| 70 | Sgl. Rect=Red and Black on Chrome | $21 / 4 \times 3$ | 8.50 | 11.50 | 13.50 |
| 75 | Sgl. Rect.-Green a Orchid and Gold | $21 / 4 \times 3$ | 8.50 | 11.50 | 13.50 |
| 76 | Sgl. Rect- <br> Black on Gold | $21 / 4 \times 3$ | 8.50 | 11.50 | 13.50 |

# The Conklin Pen Company, Toledo, Ohio 

## CONDENSED PRICE LIST

## OF

## REPAIR PARTS AND ACCESSORIES

 FOR CONKLIIN PENS, PENGILS AND SETS

The CONKLIN ENDURA Pen is dedicated to the unending service of the purchaser. It is the intention of the maker that this pen shall never cease to serve the writer. CONKLIN ENDURA Pens will be repaired or broken parts replaced at any time free of charge when the entire pen, including all the broken parts, is sent to The Conklin Pen Co., Toledo, Ohio, or any of their branch offices. Sufficient postage for the return of the pen must accompany it.



CONKLIN ENSEMBLE
Black \& Gold
Pearl \& Black

FIRST CLASS
Permit No. 12 Sec. 3841/2 P. L. \& R. Toledo, Ohio

BUSINESS REPLY ENVELOPE
No postage necessary if mailed in the United States
$3 \phi$ postage will be paid by $3 \phi$

## THE CONKLIN PEN CO.

P. O. Box 901

TOLEDO, OHIO



CONKLIN ENDURA
Leaf Green Sets
Green \& Pearl Sets, Med. Size Only
$\$ 10 . . .$.
$\$ 12.50$
$\underset{\text { and Mail }}{\substack{\text { Fold, Seal }}} \mathrm{No} \underset{\text { ENVELOPE }}{\text { STAMP OR }}$ Necessary

| MAILING ORDER |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| THE CONKLIN PEN CO. WOODRUFF AND TWELFTH STREETS TOLEDO, OHIO |  |  | TERMS <br> Net 30 days - $2 \% 10$ days F.O. B. Toledo, O. |  |
| PLEASE SHIP THE FOLLowing to DATE ; |  |  |  |  |
|  |  |  |  |  |
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|  | ${ }_{\text {PeNars }}^{\text {Prave }}$ |  | ${ }_{\text {Pexall }}^{\text {Prafs }}$ |  |  |  |

## MAILING ORDER

SUGGESTED PEN AND PENCIL ASSORTMENTS
TWO DOZEN ASSORTMENT-PENS
1 67BG Targe Black \& Goid with Clip 1 67PB Large Black \& Goic with Clip...... $\$ 7.00$ ea. $\$ 7.00$ 1 33LG Large Pearl \& Black with Clip....... Clip............................... $\begin{array}{lll}1 & \text { 47PB } & \text { Mrdium Parir \& Black with Clip. } \\ 1 & 37 \mathrm{~B} & \text { Shott Mottled Blue with Ring }\end{array}$ $6.00 \mathrm{ca} . \quad 6.00$ Shost Motiled Blue with Ring . ..... 5.00 ea.
Shert Black \& Gold with Ring...00
Shen 161GC Medium Green with Clip.......... $1148 G$ Short Green with Ring. .......... 1614SBC ${ }_{25614 \mathrm{~S}}$ Short Black with Clip. . .............

## PENCILS

1 9PB Large Pearl \& Black with Clip...... $\$ 4.50$ ea. $\$ 4.50$ Clip............................ 4.00 ea. 4.00 1 8SLG Modium Leaf Green Symetrik with Ring. Medium Cream \&
Medium Green with

Ging | Medium Green with Ring. | Medium Black \& Orange with Clip.. | 2.50 ea. | 2.50 |
| :--- | :--- | :--- | :--- | TOTAL LIST PRICE.............. . $\$ 97.00$

FOUR DOZEN ASSORTMENT-PENS
2 67C Large Ebony Black with Clip...... $\$ 7.00$ ea. $\$ 14.00$
 2 67BCC Ring..................... 6.00 ea. 12.00
 $\begin{array}{llll}2 & \text { 47BC } & \text { Medium Mottled Blue with Clip... } & 5.00 \text { ea. } \\ 2 & 10.00 \\ 2 & \text { 4BGGC } & \text { Medium Black \& Gold with Clip... } & 500 \text { ea. } \\ 10.00\end{array}$ 2 MeLGC Medium Leaf Green Symetrik with 2 48GPC $\begin{array}{ll}2 & 37 \\ 2 & 37 \mathrm{~PB} \\ 2 & 37 \mathrm{BG} \\ 2 & 161 \mathrm{C} \\ 2 & 161 \mathrm{G} \\ 2 & 161 \mathrm{CB} \\ 2 & 101 \mathrm{BC} \\ 2 & 26 \mathrm{C} \\ 2 & 26 \mathrm{CSC} \\ 2 & 25614 \\ & \end{array}$
 Short Pearl \& Black with Ring...
Short Black \& Gold with Ring Short Black \& Gold with Ring..
Medium Black with Cli Medium Black with Clip
Medium Green with Clip.
Madium Cream \& Black with Clip
Medium Black \& Medium Black with Clip.... Short Black with Clip....
Short Black with Ring...

PENCILS
$\begin{array}{ll}1 & 9 \\ 1 & 9 \mathrm{~PB} \\ 1 & \text { SLGC }\end{array}$
 Clip............................ Medium Black \& Gold with Clip. Iarge Black \& Gold with Clip....
Medium Mottled Blue with Clip.
Short Pearl \& Black with Ring. Short Pearl \& Black with Ring.. Medium Green with Clip. .ith ...
Medium Cream \& Black with Cilp Medium Cream \& Black with Clip
Medium Black \& Orange with Clip TOTAL LIST PRICE.

6.00 еа. 12.00 8.00 ea. 16.00 \begin{tabular}{ll}
8.00 ea. \& 16.00 <br>
500 ea. \& 10.00 <br>
6.00 ea. \& 12.00 <br>
\hline

 

5.00 ea. \& 10.00 <br>
6.00 ea. \& 12.00 <br>
5.00 ea. \& 10.00 <br>
\hline

 

5.00 ea. \& 10.00 <br>
3.50 ea. \& 7.00 <br>
\hline

 

3.50 ea \& 7.00 <br>
30 \& <br>
3 \& ea. <br>
\hline
\end{tabular} $\begin{array}{ll}350 \mathrm{ea.} & 7.00 \\ 2.75 \mathrm{ea} . & 5.50 \\ 75\end{array}$ $\begin{array}{ll}2.75 \text { ea. } & 5.50 \\ 2.75 \text { ea. } & 5.50\end{array}$ $\$ 4.00$ ea. $\$ 4.00$

4.50 ea..

4.50 4.00 ea. 4.00 $\begin{array}{ll}4.50 \text { ea. } & 4.50 \\ 3.50 \text { ea. } & 3.50\end{array}$ \begin{tabular}{ll}
3.50 ea. \& 3.50 <br>
4.00 ea. \& 4.00 <br>
\hline

 

$4.00 \mathrm{ea}$. \& 4.00 <br>
3.50 ea. \& 3.50 <br>
\hline
\end{tabular} $\begin{array}{lll}3.50 \text { ea. } & 3.50 \\ 2.50 \text { ea. } & 2.50 \\ 2.50 \text { ea } & 2.50\end{array}$ $\begin{array}{ll}2.50 \text { ea. } & 2.50 \\ 2.50 \text { ea. } & 2.50\end{array}$ 2.50 ea. 2.50 ... \$223.50

## NOTICE

## PRICE CHANGES JANUARY 1ST, 1931

The following price changes will affect page No. 3, page No. 4, and the price list on page No. 10.

Prices on the Leaf Green Symetrik Endura model for 1931 are as follows:

## PENS

## PENCILS

No. 68LCC Long with elip - - $\$ 7.00$ 48LCC Medium with clip_ 5.00 38LG Short with ring-- 5.00

No.

The Blue and Cold Ensemble is replaced by a beautiful Foliage Pearl Ensemble, No. 646 FPC , at the same price$\$ 7.00$ list.

Blue and Gold, however, will be supplied until exhausted.
Added to the Endura line for 1931 we have a beautiful new Foliage Pearl pen and pencil set in medium size only. The pen, No. $48 F P C$, priced at $\$ 5.00$ list and the pencil, No. 8 SFPC , at $\$ 3.50$ list. This beautiful new creation at a price well in keeping with the sets in the Conklin Endura line should help materially to increase sales in 1931.

Added to the $\$ 5.00$ pen and pencil set line, we have a beautiful new Red and Gold pen and pencil set, No. 500RGC and a Green and White pen and pencil set, No. 500GWC. All $\$ 5.00$ pen and pencil sets are manufactured in medium length with clip only.

A new number "CONKLIN ENDURA-GRAPH", a sacless, plunger pen in plain black color, carrying our regular Endura guarantee, No. 49 C at $\$ 6.00$ list. This offers every dealer something unusual to talk about this year.


[^0]:    6646BGC Black and Gold

